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In Magazine section:
European influence in U.S. advertising

Advertising Age®

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Miles shifts stress for vitamin surge

By JENNIFER ALTER

Squeezed by strong activity from advertised brands of vitamins on one side and tremendous growth in natural vitamins on the other, Miles Laboratories is preparing to strike back.

In one fell swoop this winter, the Elkhart, Ind.-based marketer will rise to protect its 40-year-old vitamin franchise by repackaging and repositioning its One A Day line under the umbrella theme, "Putting nutrition to work for your body."

At the same time it will launch Stressgard, its first entry in the fast-growing stress area, strengthen its mineral product to make it viable in the high-potency segment and change the name of its 1-year-old Core C 500 to clarify its vitamin C properties. It also plans to rename its mainstay item, One A Day Multiple Vitamins, as One A Day Essential; that change will be gradual as inventory depletes.

A spokeswoman for Miles said the revamp is an attempt "to strengthen the brand and demonstrate we are at the forefront of nutritional science." She said the packaging is designed "to better differentiate our products" as a group.

With the adoption of the new advertising theme, scheduled to break next March 15 with a budget of $10,000,000 in network tv and con-

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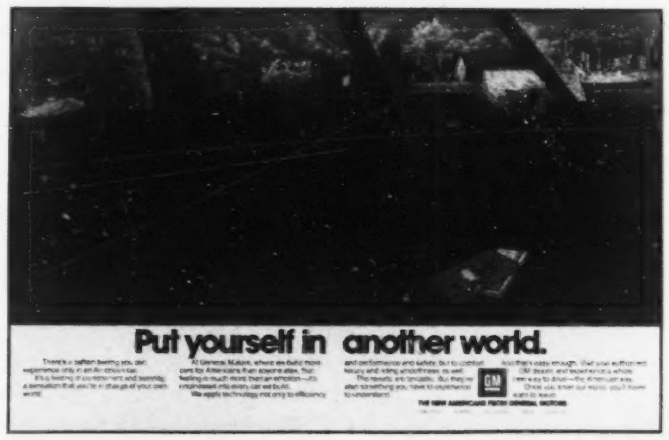
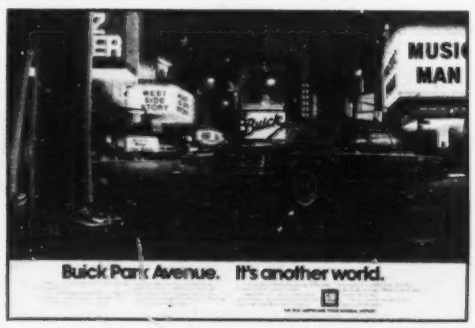


GM's beautiful Americans

"There's a certain feeling you can experience only in an American car," states the theme ad (l.) from General Motors, set to run throughout Europe, Japan, the Middle East and Latin America. Magazines are the major medium in the export push, with ads from McCann-Erickson depicting the "American mystique."



GM selling U.S. in major export push

By RALPH GRAY

DETROIT—Tiny General Motors will toddle into battle against the international auto giants with an export car campaign.

In a reversal of roles, GM will step up efforts to become an import car company to Europe, the Middle East, the Far East, Latin America and Japan, where it is just another import brand. GM ranks eighth in worldwide sales behind Toyota, Nissan, Ford, Fiat, Renault and others. The export move is in addition to GM's indigenous overseas operations.

"We are starting there where they started here—in a fringe market," said Gary Spedoske, associate creative director of McCann-Erickson, Troy. McCann is the agency for GM's recently formed North American Vehicles Overseas division (NAVO).

It's the old idea of foreign mystique turned around, said Dorien Sutherland, account director. Both Mr. Spedoske and Mr. Sutherland are veteran McCann overseas hands. Gerald Atkin, former McCann exec on Opel in Germany and GM in Latin America, is exec vp and general manager on the account.

"A foreign product generates a certain appeal. We're doing the same thing the imports did here. It's a minority appeal at both ends of the Atlantic," Mr. Sutherland said.

"Worldwide, GM has a share of the market similar to what Peugeot has in America. GM is a small company outside North America," Mr. Spedoske noted with some exaggeration. Peugeot has 0.08% of the U.S. market against GM's goal of 1% of Europe for NAVO.

▪ The export of American-built cars is consistent with GM's idea of world cars, said Ronald G. Royer, assistant general sales manager of NAVO.

"We're a world car going the other way, but it's still part of the same world car concept," he added. That idea is to source cars and components at their best geographical sites. GM's bigger cars are made in America.

The fact of U.S. manufacture is at the heart of GM's strategy. "We must convey the idea that the purchase of an American car is the buying of a facet of the American way of life," Mr. Sutherland said.

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PLAN THREATENS SUPERSTATIONS

Turner, CATA fight bill

By MAURINE CHRISTOPHER

Community Antenna TV Assn., Turner Broadcasting System, independent catv operators and satellite resale carriers are putting together a coalition, hoping to sidetrack proposed legislative copyright revisions advanced by the giants of tv, cable and movies.

TBS chairman Ted Turner and Stephen Effros, executive director of CATA, warned that the move to reestablish syndication exclusivity protection—on a much broader basis than the old top 50 market rule—could dim, if not doom, the future for superstationing.

Gill Cable's Allen Gilliland, chairman of the National Cable TV Assn., disagreed and said the "compromise" plan would allow local systems to import an unlimited number of distant (over-the-air) signals if they wished.

He said the revisions hammered out with the National Assn. of Broadcasters and the Motion Picture Assn. of America staved off "much worse" changes from chairman Robert Kastenmeier (D., Wis.) of the House judiciary subcommittee.

As sketched out in their recommendations, the new bill would give the MPAA its syndie curbs, NAB its cable must-carry rules written into the law and NCTA its current complicated procedure for paying producers for shows picked up from tv stations. Large systems pay less than 1% of their gross revenues into the copyright pot; altogether that figure now runs about $20,000,000 a year.

Both Mr. Effros and Mr. Turner emphasized the public service aspects of this red hot controversy. Some critics of the recommended revisions think they could have the effect of blacking out a good deal of the U.S. from Satcom I-fed movies and syndication series from superstations WTBS, At-

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last minute news

Armour slates review after split with Y&R

PHOENIX—Armour has split with Y&R on processed meats and will conduct a review. Dailey, Chiat/Day and Bozell have been contacted and other agencies will be asked to compete. Ad spending estimated at $5,000,000-plus by Armour, $3,200,000 by Y&R, which had the account for 20 years and declined to compete when parent Greyhound Corp. chief John W. Teets called for the review.

General Foods goes national with Fruit 'n Fibre

WHITE PLAINS, N.Y.—General Foods is rolling national with Fruit 'n Fibre presweetened cereal. Advertising by Grey Advertising breaks in December.

FCB wins $5 million Volume Shoe account

TOPEKA—Volume Shoe has named FCB, Chicago, to handle its estimated $5,000,000 Payless and Volume retail shoe accounts. The company had heard presentations from O&M, JWT, Y&R and Scali, McCabe, Sloves. Previous shop: SCG Advertising.

BK redirecting 'Make it special,' franchisees told

HONOLULU—At its franchise convention here, Burger King introduced a 1982 campaign redirecting "Make it special" toward the chain's products. Jerry Ruenheck, president, said the company plans to open 250 new stores next year and to continue rolling out breakfast to a total of 1,000

(Continued on Page 8)

Dodgers also win in ratings

By JAMES P. FORKAN

NEW YORK—CBS-TV and ABC-TV execs could share the Los Angeles Dodgers' thrill of victory as their own Nielsen World Series went midway through the fourth week of the new tv season.

NBC top brass, on the other hand, could easily empathize with the New York Yankees' agony of defeat.

Week 4 of the fall season saw CBS and ABC split the first two nights last week. Oct. 26 numbers, in fact, showed all three nets in "a real dogfight," as an ABC official put it, with his network tying NBC for second with a 21 homes rating and CBS winning narrowly with a 21.4. CBS owed its Monday edge to the return of "M*A*S*H" and slight gains by "Private Benjamin" and "The Two of Us."

NBC's "Little House on the Prairie" won the opening Monday hour, as ABC's "That's Incredible" lost, but the night evened out as

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She's been left with a mint . . . soft mint

A first-ever television campaign for Luden's Mellomint, a chocolate covered peppermint patty with a soft center, is airing on prime time and in early and late fringe in selected markets. The 30-second commercials by Geers Gross feature a series of vignettes involving puns about the "mint."

Libby sees break in Tang hold

By JANET NEIMAN

CHICAGO—Libby, McNeill & Libby is projecting that it will expand the $117,000,000 orange breakfast drink market with its new Daybreak drink mix, but industry observers believe the product is more likely to threaten what one called "the vulnerable position" of General Foods' Tang.

Daybreak, unlike the other major products in the category, contains 10% real orange juice—a claim that is certain to be prominent in print and tv advertising that is expected to start later this year. The product, packed in 18 and 27-oz. glass jars, is rolling national, beginning in the Midwest.

Tang for years has been the undisputed category leader, with 85% of the market. Borden's Orange Burst—testing in Cleveland and Kansas City—and Borden Instant Breakfast Drink hold a combined 2.2% share, while private label products, including generics, pull about 11.8%.

A Libby spokeswoman said the company expects Daybreak to enlarge the orange breakfast drink mix category "by attracting consumers who are looking for a more natural alternative."

But, priced competitively against Tang, Daybreak and its 10% real juice content would be more apt to divert market shares from the General Foods product than from real orange juice.

With the exception of Borden's minimal headway into the category, most other companies have been unsuccessful in their challenges to Tang. In the early '70s, for example, Kellogg tested Rise 'n

(Continued on Page 98)

Sudler & Hennessey expands

Arthur Rosen (l.), formerly at Grey Advertising, and Hanno Fuchs (r.) from Young & Rubicam, will be the key execs in Sudler & Hennessey's new consumer group. Welcoming them is Matthew Hennessey, chairman of S&H, the No. 1 healthcare agency.

Ethical leader adds otc unit

By CHRISTY MARSHALL

NEW YORK—When a pharmaceutical company client decides to take its prescription drug over-the-counter, Sudler & Hennessey, the world's largest healthcare agency, no longer will automatically lose the business to a consumer shop. Sudler & Hennessey has opened a consumer group to handle the booming otc category.

Arthur Rosen, a former vp-group management supervisor at Grey Advertising, has been named exec vp-managing director of the new S&H Consumer Group, and Hanno Fuchs has been lured away from parent company Young & Rubicam to be the group's senior vp-group creative director. Although most recently employed at Grey, Mr. Rosen also worked at Y&R with Mr. Fuchs.

The consumer group opens with four assignments from Parke-Davis and a project assignment from Ciba Proprietary, a division of Ciba-Geigy. Mr. Rosen estimated capitalized billings at the outset are in the $15,000,000 range. The new S&H Consumer Group also has landed a new account—a piece of business the execs declined to disclose.

■ With the addition of S&H Consumer Group, Matthew J. Hennessey, chairman-ceo of Sudler & Hennessey, predicts the S&H family will bill $100,000,000 by the end of 1982. The agency consists of three U.S. offices (two in New York, one in Chicago) and six offices overseas.

The decision to add consumer to its capabilities is a direct result of

(Continued on Page 98)

highlights

Monday, Nov. 2, 1981

At this year's annual Direct Mail/Marketing Assn. meeting, delegates were urged to embrace the new technologies. *See Page 6.*

The National Assn. of Manufacturers is getting into the effort to curb Federal Trade Commission powers. *See Page 10.*

Jack in the Box starts a new tv and radio campaign that names the fast-food chain's competitors. *See Page 14.*

J. C. Penney Co. exec sees 1982 and '83 as good years for general merchandise retailers. *See Page 20.*

General Motors is slightly increasing the size of its pickup trucks to gain an advantage over rival Japanese imports. *See Page 24.*

Heineken Holland beer is going strong this year after a stormy 1980. *See Page 36.*

"Has Gillette's move into the lower-price segment of the writing instrument market benefited it?" questioned analysts. *See Page 80.*

Rockbill Inc. scores as a matchmaker by tying Jovan with the Rolling Stones and Sony's tape division with Rod Stewart. *See Page 83.*

Watch companies develop new ads as holiday season nears. *See Page 101.*

CORPORATE CLOSEUP

Converse juggles images to pull off its grand plan and enter the running shoe market. *See Page 4.*

FOLLOWUP

Sperry Corp.'s 2-year-old "Listen" campaign is doing a lot more than originally intended. *See Page 36.*

INTERNATIONAL

The launch of the Renault 9, a new small family compact auto, seems to be bogged down in a debate over a name for the new car with only weeks to go before the launch in Germany, Austria, Belgium and Holland. *See Page 38.*

In Sweden, a special commission is on the verge of releasing a report that calls for a ban on video advertising directed at the home users' market. *See Page 78.*

MAGAZINE

Hooper White looks at the creative influence the British have made on American television commercials—a new trend he calls product graphics. *See Page 55.*

How does the knowledgeable media buyer view networks' mania for seasonal No. 1? R. E. (Buck) Buchanan looks at the ratings race. *See Page 60.*

To some, advertising may be a useless profession. For Gail M. Raphael, the training advertising provided him helped him in many crises. *See Page 63.*

REGULATION

The new Food & Drug Administration chief may be willing to sacrifice "scientific precision" on over-the-counter drug labels to make them more understandable. *See Page 42.*

RESEARCH

Marketing Science Institute is celebrating 20 years of studying industry issues, and salutes its founder. *See Page 28.*

VIDEOTECH

Teleconferencing and interactive video were buzzwords heard plenty at the 12th annual Video Expo in New York. *See Page 72.*

"Raging Bull" scored a retail sales knockout, hitting No. 1 in September vcr retail sales. *See Page 73.*

section 2

RETAIL

The trends that come and go are bound to capture the retailer's fancy. And what's hot today may go bust tomorrow. It simply makes the retail world even more competitive, and advertising can give leaders the edge. Section 2/Retail Advertising updates what is happening in this field among the various media and looks at the activities of the leading retailers, beginning opposite Page 52.

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Unit sale denied by ABC

By STUART EMMRICH

NEW YORK—Official denials aside, the magazine industry is being peppered with rumors that the departure of Seth Baker from ABC Publishing is the first concrete sign that the parent company might be looking to get out of the print business.

Although speculation among analysts is that any number of suitors could approach ABC about a possible $175,000,000 to $200,000,000 sale, one potential buyer often mentioned is International Thomson Business Press, where former Chilton exec Richard Groves is now in charge. Chilton Publishing is a division of ABC.

■ But any talk of discussions between Thomson and ABC is being soundly denied by both sides.

"It is completely untrue," ABC said about the acquisition rumor. "We have just sent a memo to our presidents telling them that whatever they are reading is a lot of bunk. The division is not for sale."

A Thomson official agreed that there had been no contact between the two companies.

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